

The ROYAL STANDARD

ROYAL TYPEWRITER COMPANY, INC., 316 BROADWAY, NEW YORK CITY, U.S.A.

Volume XI

NOVEMBER - 1926

Number 11

NOVEMBER CONTESTS FOR BRANCHES AND DEALERS

WRIST WATCH CONTESTS IN- VOLVE EVERY SALESMAN

For the month of November contests are again the order of the day. Long before this reaches you, you will already have notice from your manager of a sales contest to be held in your own office on terms which have been arrived at by each manager individually for his own salesmen. The prize for each office has been donated by the company in an effort to spur the month of November to another high point sales record.

Almost all of the contests which have been run in the Royal organization have been office versus office or manager versus manager. This is one of the real opportunities you have of battling against your own colleagues in your own office and testing your mettle against known qualities, known abilities, and known records. We do not know what basis you are competing on, but it has been left to each manager to arrange for the salesmen under his own jurisdiction.

DUEBER-HAMPDEN WATCHES FOR WINNERS

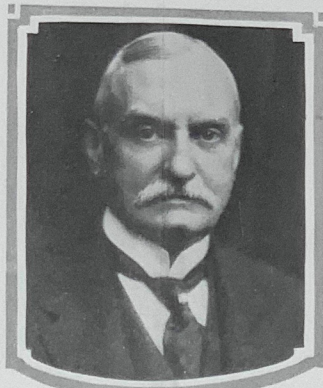
This is not like an office to office contest. In November you have the chance of proving clearly your own superiority for winning a prize which is well worth having, both from the viewpoint of its material value as well as its significance as a trophy of success. The wrist watches given every office have the famous 15-jewel Dueber-Hampden movement, and the cases are of filled white gold beautifully chased, similar to the one illustrated on page 6. One has already been sent to your office which you may see.

The Sales Department is very enthusiastic about this contest. The company has been willing to invest several thousands of dollars in prizes and feels that the opportunity will be quickly taken advantage of by the live-wire salesmen that the Royal Company has.

WINNER LIST TO BE CLOSELY SCRUTINIZED

The company has an even bigger purpose in mind in running this contest than the mere increase of the month's sales. The Royal Typewriter organization is expanding—growing by leaps and bounds throughout the United States and throughout the world. Good men are needed to take important positions that come up from time to time. Exceptionally good sales records always form one of the main indications and guides by which these positions are filled. This month's contests are going to be regarded very seriously by the company's executives. The records are going to be surveyed very carefully and critically in the home office, and a man winning one of

The
Millionth
Royal
Typewriter



The
First
Royal
Portable

858 FIFTH AVENUE

October 28, 1926

Mr. Geo. Ed. Smith, President
Royal Typewriter Company, Inc.
New York City.

Dear Mr. Smith:

Royal Typewriter Number 1,000,000, finished in white and gold, came to me as a very pleasant surprise. I feel highly honored that the officers of your company should have presented to me this symbol of a most remarkable achievement in manufacturing and selling.

Will you please extend my congratulations to your engineers and the men in the factory on turning out a product so finely built as this millionth-series Royal?

I wish, too, you would convey to the sales organization my appreciation of their ability in finding and developing the markets that have absorbed this vast number of Royal Typewriters into useful service the world over.

It is a happy coincidence that, almost at the same time, you were good enough to send me the first Royal Portable Typewriter - Royal Portable Number One, also finished in white and gold.

This latest product of the Royal organization seems to me a little beauty, in every way on a par with the exceptional qualities that have made the Royal Standard Typewriter favorably known throughout the business world.

The Royal Portable Typewriter will, I am sure, meet with such a hearty welcome that before very long the millionth Royal Portable will also be an accomplished fact - a success based on merit.

Very truly yours,

Thomas F. Ryan

these watches by a good margin may find that he has done more for himself than merely winning a wrist watch.

Only half a month will be left by the time the Standard reaches you but, in accordance with the time-honored custom of the typewriter business, this last half month is at least twice as good as the first half in the way of business opportunity. The sales pressure you apply now means

a good deal—make more calls; make more demonstrations—and what is even more important—CLOSE more sales. Ask for the orders now.

The December issue of the Royal Standard will give a list on the front page in big, bold type of the men who win their individual branch contests and wear the wrist watch trophy. Like Abou Ben Adhem "May your name lead all the rest."

FROM THE PILOT HOUSE

THE SALES MANAGER'S COLUMN

There are two three-month periods in each year which bring delight to the heart of the Sales Manager in the typewriter business. One of them is the three-month period beginning at the first of the year; the other comprises October, November and December. It is usually a toss-up which is the better of the two, but with a fast-going, hard-hitting sales organization just swinging into their full stride, and these six months of good business lying ahead like a crop of four-foot hay ready to be mown, it seems we are all going to be in for some happy times and some good big commission checks.

The first of these six rosy months has passed and that has already exceeded my expectations. Office after office went over quota, and if I can show as good a list as this every month of the six I am going to keep right on listing them in my column.

BIG BUSINESS OFFICES

Akron	Baltimore
Buffalo	Boston
Cincinnati	Bridgeport
Cleveland	Chicago
Columbus	Detroit
Davenport	Erie
Dayton	Grand Rapids
Fort Wayne	Hartford
Harrisburg	Kansas City
Indianapolis	Little Rock
Louisville	Los Angeles
Milwaukee	Minneapolis
Portland, Ore.	New York
San Antonio	Newark
Seattle	Omaha
Washington	Philadelphia
	Pittsburgh
	Richmond
	St. Louis
	Springfield, Mass.

My visit to Philadelphia just a few days ago was a most enjoyable one. Manager L. A. Dunn marshalled for me his entire group of salesmen and they were surely a good looking bunch of men. He now has his full quota of salesmen which is the explanation of Philadelphia's big record in October. Mr. Dunn is willing to put himself on record that a full quota of salesmen is certainly the best recipe for a full quota of business.

I also visited Teer at Baltimore and Cashman at Washington, and was happy to see the spirit which pervades these two offices. Cashman has a wonderfully trained crew of men, and as a matter of fact I cannot remember the month where the business has been below the quota figure. He is a manager who realizes the value of trained man power in a sales organization, and from even our first few visits I can see that he is one of the real backfield stars of the Royal organization.

(Continued on Page 3)

"Dick" Hoyt, Hammond Hustler, Believes in School Business



Mr. R. E. Hoyt, who covers the territory around Hammond, Indiana, out of our Chicago office, quoted us some very interesting figures when he was last in the New York office. He said that 100 per cent. of the schools in the Hammond, Ind., territory used Royal Typewriters—that out of all of the typewriters in all of the schools more than 65 per cent. of them were Royals—that he is selling schools continually and has not lost a school order since Methuselah was a pup. A bold interrogation point lights up the editor's countenance, as Mr. Hoyt says, "I will

prove it to you—with pictures." The exhibit was such a good one that we could not help publishing it.

Here are pictures in six high schools within Hammond, Indiana, completely equipped with Royal Typewriters. From unbiased sources we have heard that the students who use these Royal Typewriters are extremely enthusiastic over them, and the teachers who use them for instruction purposes are equally strong for the Royal. We also asked Dick Hoyt how he did it, and the big answer he gave in one word was "Service."

Royal Typewriters have proved themselves in competition and out of it time and time again the real machine for instruction purposes, but what schools require also is efficient service both on the part of the salesmen for their needs and on the part of the servicemen—for the machines are used constantly by untrained fingers and must be kept in the best of shape.

Seeing this school representation, it is no wonder that Mr. Hoyt in this small territory is a constant M. A. D. member and that his business is increasing con-

tinually. These students going from all of the schools, where the Royal is so heavily represented, have liked their Royals so well in school that they insist upon them in the business office. We are not going to say tritely that you can do the same, although we mean just some such thing. If you are prepared to render the kind of service that Mr. Hoyt is now famous for in Hammond, you will build up an equally enthusiastic school representation which will be a mighty big help to you in your regular business.

SCHOOL DEPARTMENT

The number of school sales billed by our branches during October show a gain of 34 per cent. over the number billed in October of last year.

Louisville heads the list with over 500 per cent. of its school quota. Portland, Oregon, is second with 300 per cent., and Bridgeport is third with 280 per cent. The reports which we have received during the first week of November would indicate that we are going to show another big gain this month. We appreciate the fine work you have done so far this year, and we are counting on your best efforts during this month and next for we know that you realize the advantage of having a larger representation in the schools of your territory.

Quite a number of our offices have already secured 100 per cent. of their school quotas for the year. Houston is first with 170 per cent. Denver and Duluth tie for second place with 160 per cent., and Louisville is third with 159 per cent.

Below is given the standing of our first twenty-five offices based upon the percentage of school quota secured during October. It is interesting to note that eight of our offices made over 200 per cent.

of their quotas and that Rochester while in twenty-fifth place made over 110 per cent. of its quota.

OCTOBER

- | | |
|------------------|----------------------|
| 1—Louisville | 14—Harrisburg |
| 2—Portland, Ore. | 15—Springfield, Ill. |
| 3—Bridgeport | 16—Cleveland |
| 4—Houston | 17—Buffalo |
| 5—Fresno | 18—Omaha |
| 6—Albany | 19—Philadelphia |
| 7—Columbus | 20—Detroit |
| 8—San Francisco | 21—South Bend |
| 9—Grand Rapids | 22—Indianapolis |
| 10—Johnstown | 23—St. Paul |
| 11—Denver | 24—Newark |
| 12—Seattle | 25—Rochester |
| 13—Fort Wayne | |
| Providence | |
| Rockford | |

EMPLOYMENT DEPARTMENT

In comparing our employment records for the first ten months of this year with those during the same time last year, we find that the majority of our offices show a gain in the number of positions filled. A separate report of this has been made to each office, and we will also make a complete report to each office at the close of this year. In the meantime, we want you to fill every possible position as the placing of Royal operators in the business offices in your territory will be of great assistance to your sales organization.

Miss Wirtenson, Manager of our New

York Employment Department, placed the greatest number of beginners in positions during October. Mrs. Evans of Chicago, is second, and Mrs. White of Los Angeles, is third.

Mrs. White made the greatest number of calls during October. Miss Gunther of Baltimore and Mrs. Evans of Chicago tie for second place, and Miss Peek of Kansas City is third.

Branches

- | | |
|------------------|-----------------|
| 1—St. Paul | 11—Grand Rapids |
| 2—Peoria | 12—Albany |
| 3—Akron | 13—Omaha |
| 4—Newark | 14—Davenport |
| 5—Columbus | 15—Toledo |
| 6—Oakland | 16—Milwaukee |
| 7—Youngstown | 17—Harrisburg |
| 8—Duluth | 18—Providence |
| 9—Worcester | 19—Birmingham |
| 10—Portland, Me. | 20—Rochester |

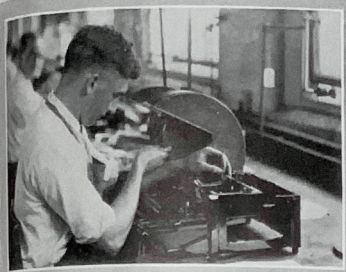
District Branches

- | | |
|------------------|---------------|
| 1—Denver | 21—Washington |
| 2—Buffalo | 22—Louisville |
| 3—Kansas City | |
| 4—New York | |
| 5—Portland, Ore. | |
| 6—Minneapolis | |
| 7—San Francisco | |
| 8—Cincinnati | |
| 9—Boston | |
| 10—St. Louis | |
| 11—Chicago | |
| 12—Los Angeles | |
| 13—Dallas | |
| 14—Philadelphia | |
| 15—New Orleans | |
| 16—Baltimore | |
| 17—Cleveland | |
| 18—Pittsburgh | |
| 19—Detroit | |
| 20—Indianapolis | |
| 21—Houston | |

SAYS THE SALES MANAGER

"Talking again about visits—I wrote you recently that I was going to call in at all of the branches as soon as I could and that I would expect to find every office with a 'full quota of men.' I am glad to say that the sales reports show without a question of doubt that the offices are coming up to their man power quota very rapidly, and also prove the truth of the statement that the offices with a full quota of trained men are the ones that are getting a full quota of profitable business. It is inconceivable that an office can manage to call on everybody in the territory interested in typewriters without sufficient man power to do so. It is a physical impossibility to cover more than a certain amount of territory in a given amount of time. The only way to increase the number of calls is to increase the number of men, and the only way to increase the amount of business is to increase the number of calls made. Man power does the trick. Philadelphia, Cleveland, Boston, and Washington all demonstrated this fact."

TYPE BAR GRINDING—AGAIN "COMPARE THE WORK"



No. 2

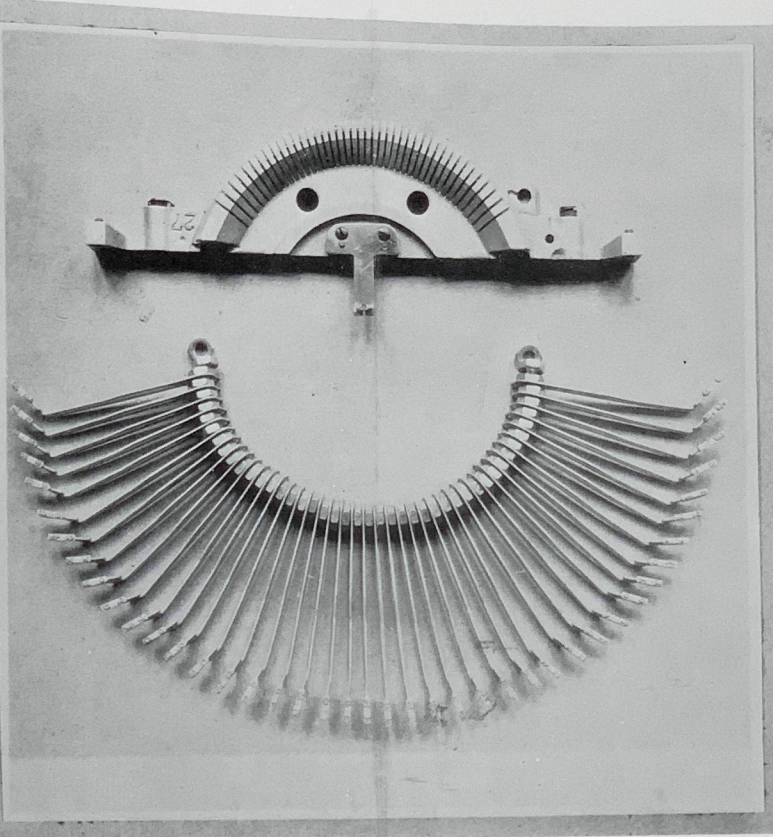
It has been suggested that when articles are written about our parts, operations and machine, that a photo of the skilled mechanic, bench worker or machine worker who does the job and who is responsible for the quality of the work, be shown. We believe it is a good idea, as a photo of an operator doing the actual work brings a more intimate touch to the article and gives a sort of humanizing effect upon the reader. It helps him to visualize the work far better than cold, plain print can do; in other words, we supply a background to the job under presentation which enables the reader to more quickly grasp the details underlying the work being explained. It allows of an visualization that gives an added interest and a better understanding of the problem. Another point well worth recognizing, is that the workman whose photo is given with the article, appreciates that his job is a worth while one and that his skill and effort calls for special attention as shown by the articles. He therefore gains an increasing respect and liking for his job, confidence in his skill that is pleasing to him, his status as a workman is raised among his fellow workers. As a matter of fact, we believe it will be an added incentive to all concerned, viz., the worker, the sales department and all members of the Royal Typewriter organization.

WE NEED SUGGESTIONS

Naturally, the selection of these articles must be given considerable care and forethought. They must have an important bearing on such matters vital to the interest of the men on the selling and service end of the business. The articles cannot be accepted at random and simply written,—no, that would be a mistake. The knowledge transmitted to our readers is to be forceful, entertaining, alive with facts and inspiring if they are to endure. Now, that is some job we have put upon ourselves; therefore, everyone connected with the getting up of the articles has agreed to give his best, and this can be helped very naturally by suggestions from time to time by our readers. We need your support as much as you need ours; it's a fifty-fifty proposition. We can't give what's wanted unless we know your ideas about these articles.

We do not know of a better start off than the selection of a write-up on "Type Bar Grinding." Important? We'll tell the world it is. It has caused the factory men years of study to bring this operation to its present efficiency. Hard work? Not necessarily. Skilled work? Emphatically, yes. It can never be too well done and unless extraordinary care and supervision is continually exercised, quality flies out of the window and mediocre work and finish is the result.

You all know the Type Bars are fitted in the slots of the Segment and that's probably what most of you men on the selling end and on the service end explain to the user of the Royal Typewriter, but there is a picture back of this state-



Picture No. 1, Center—Typebars and Segment Ready for Fitting.
No. 2, Left—Grinding. No. 3, Right—Fitting

ment that we are going to try and describe to you. The Segment is a casting made of fine grey iron carefully prepared for us by a foundry which has done our work for years, close grained, smooth cutting iron, just the thing for a well polished and lapped Type Bar to have as a bearing. Steel against cast iron is considered a high grade accepted bearing. The bar continually under operation soon causes a polished lapped effect on the cast iron slot in the Segment, resulting in a smooth, easy running action. Now the Type Bar is not made of ordinary steel, it is prepared for us under our own specification and is called a 50 point carbon steel, especially treated at the plant, in so far as hardening and tempering are concerned and which we have written about in a previous number of the Royal Standard. Specially designed machinery by the Royal engineers helps to grind the Type Bars to a very close fit.

EXCEPTIONALLY SKILLED OPERATORS

In Picture No. 1, you can readily visualize the layout as turned over to the worker for the operation, viz., Type Bars and Segment ready for final fitting. The Segment as shown is finished and plated and this is so with the Type Bars with the one exception of the grinding and fitting, about which we are now writing. The reason the Bars are strung as shown is that when they are first ground each bar is rough ground to the Slot in the Segment. They are then prepared as shown and sent to the plating room, after which they are returned to be assembled to the same Segment to which they were originally rough ground. Of course, the nickel plating has added an increased thickness to the bearing which goes into the Segment, and therefore it must again be ground and lapped, as we call it here in the factory.

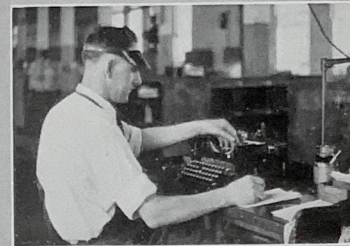
In Picture No. 2, you can see the operator who looks to be a fine looking, alert,

energetic and skilled workman, which he is, and you will note he is putting on the finishing touches to the Type Bar by means of very fine emery laps running at high speed, which leaves the Bar as smooth as glass and perfectly fitted to the slot for which it is ground or lapped. If you will look at his left hand, you will note he is holding the Segment wire and it is plainly seen that ing on the fourth, pushing the Segment wire down to hold each bar in the Segment as he progresses through the operation must be exceptionally skilled in this line of work and carelessness or diffidence cannot be tolerated or allowed.

THE FINAL FITTING

In the Picture No. 3, you see a type of operator that fairly breeds confidence because of his clean-cut appearance and this, combined with ability, knowledge and experience, makes him a very successful inspector. He knows what is wanted for Royal Quality and what he says, goes, not because of power to criticize invested in him by the company, no indeed, it is because he tells the reason why the work is not up to standard and where the previous operator has misjudged the fitting or has allowed carelessness to creep in. As he writes down the complaint, you can fairly see the thoughts expressed in his face, the master mind has grasped the cause of the poor fit or lack of careful handling and so down it goes. Every bar is tested for loose fits, stickers and Type Bar Guide interference. Just as it has taken some time and care to write this article, so is time and care put on this work to make it right.

The thoroughness of preparation, the extreme care in teaching operators how to do the work, the ability, knowledge and training of selected men to do the inspecting all reflect Royal Quality. The user of our product is the final inspector and a complaint from this source condemns us as failures.



No. 3

THE PILOT HOUSE

(Continued from page 1)

Mr. Closson came in from Boston the other day and we had a fine visit and transacted a lot of business. He was all smiles, too, because he had put over an excellent month's business in October. Boston is another of those well-managed offices which has its full quota of men, and Mr. Closson is to be congratulated on the fine balance and rounding out of his organization. Judging from the way in which he expressed himself on his visit here November will be even bigger than October was—and that will have to be SOME MONTH.

The three R's on the Pacific Coast, Roe Ralls and Russ, came through again in great shape. These Pacific Coast offices, while they are so far away it is most difficult to exercise direct supervision over them, are so well-managed that it is not necessary. They are in the hands of some of the most competent of our managers, and the Three Musketeers save us from any worry about the vanguard of the Royal forces.

Another Coast office is beginning to flap its wings and crow for attention, and a young man by the name of Bill Kirchofer is causing all the disturbance. Although he has been in the Seattle office for only 60 days he has put over his second quota month in succession, and shows no inclination of letting up his siege gun assaults on competitors' strongholds. Great work, Bill! Omaha finished strong, and Indianapolis and Cincinnati also went over the top—another source of great delight for the sales manager.

I am discovering a lot of unexpected literary talent among the managers of the organization. The new contest has been entered into whole-heartedly by practically everyone, and the carbon copies of local contest letters that have been coming into me certainly carry some fine ideas. They carry an air of confidence and must surely convey the same to the individual salesmen who receive them. I wonder why some of these managers don't write articles more often for the Royal Standard and pass on their good thoughts to the rest of the organization. We are all working toward the same ends, and the many fine sales ideas and displays of enthusiasm that these letters reveal would certainly be of advantage to the organization at large. Don't hide your light under a bushel when to reveal it may increase the sales of the entire organization.

At the end of this month there are going to be a lot of salesmen sporting new Deuber-Hampdens. I am going to keep a list of these men in my office. Remember we are growing bigger all the time and need trained men who can produce for the bigger job that is always cropping up.

THOMPSON & COMPANY CHOOSE ROYALS

Largest Mail Order House of Its Kind; Also Largest User of Typewriters in South Florida



The very interesting picture at the left shows part of the immense office of Thompson and Company, manufacturers of cigars, in Tampa, Florida, where over a hundred Royal Typewriters are constantly in use turning out the large volume of correspondence necessitated by its mail order business.

This enthusiastic Royal customer is the largest user of typewriters in all Southern Florida, and it is quite a feather in the cap of Mr. Roof, our Tampa dealer, to have them completely standardized on Royal typewriters.

A bit of interesting information about this concern, if you care to use them as a reference (which they are very happy to permit): Thompson and Company is the largest concern of its kind in the world. It owns and operates three large plants in the Tampa District, employing over a thousand people, and sells a quarter of a million cigars a day by mail to smokers in every state of the Union.

Thompson and Company, with all this correspondence, demand a great deal from their typewriters. They must have good work and a lot of it, and most of all, their typewriters must stand up under the difficult grind of mail order house business.

They tell us that the Royal fills the bill completely, and the proof of it is that they now own all Royals.

COLEMAN, BIG SOUTHWEST BUSINESS-GETTER

We have attempted to reproduce an advertisement run in Rotogravure by the Coleman Typewriter Company, as we felt it would be of interest to all Royal dealers.

Ten years ago F. W. Coleman started a typewriter business which today has

grown to such proportions that it disposes of a thousand typewriters a year in Western Kansas and Northern Oklahoma.

The typewriter department, managed by "Bill" Coleman, has had great success, and has formed the backbone for the constantly growing general business of Coleman Typewriter Company.

With his trusty Royal for ammunition, Mr. Coleman has sent his vanguard to the remote points of Kansas and Oklahoma and brought in orders and more orders.

Coleman, while a subdealer, is one of the men we talk a lot about, because he is a striking example of what a success can be made by applying intelligent effort. He insists that his men demonstrate wherever the least opportunity is given, and lets the Royal typewriter get the orders for itself. His success approves his method.

DEALERS MAKING M. A. D. FOR SEPTEMBER

H. G. Bancroft	R. R. King
C. H. Davidson	R. Kirkpatrick
J. E. Gaffaney	R. G. Nichols
J. E. Good	L. Pollak
F. J. Haberle	W. W. Prior

WATCH OUT!—WHAT YOU SAY MAY LOSE AN ORDER

It is difficult to always realize just how much may depend upon a single telephone call. Many a sale has hung upon the single thread of a telephone conversation, and the winning or losing of it was due to the way someone in the office talked to the customer over the telephone when he called up to ask a question.

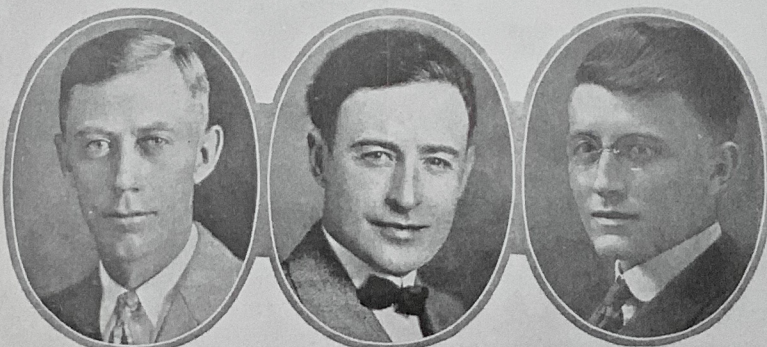
Here is a true story. The writer was sitting in the office of a man you all know. The man was a prospective customer for a certain department store article. He did not know the exact kind of an article that he wanted, but he had seen the advertisement of a certain store, who probably spend a million and half a year in the newspapers.

So he called up that store for information. Do you think he got it? He first

(Continued on page 5)



Office Specialty Headquarters



F. G. Pratt
Adding Machine Dept.

Frank Coleman
Manager

Reed-Werts Studio.
"Bill" Coleman
Typewriter Dept.

Royal Typewriters, Sundstrand Adding Machines, The Neostyle
Brown-Morse Steel Filing Equipment, The Line-A-Time

Coleman Typewriter Co.

124 N. Market

Phone Mkt. 3104

OCTOBER HONOR ROLL

Russell and Cockrell again lead the Royal Dealer Honor Roll list for October.

These efficient and aggressive dealers seem to have the edge on the first position and nobody seems to be able to dislodge them. The Galesburg Typewriter Company is a very close second with Crosby-Mook running third.

November, with the contests raging in full flame throughout the various dealer organizations, should see a very hot fight for the first place in the Honor Roll. November is usually a very good month with the dealers, and this year will certainly be no exception. Rather will it see a great spirit of additional business and, we predict, another high record. Let's go!

- | | |
|--|---------------------------------|
| 1—Russell & Cockrell | 13—Benson Typewriter Company |
| 2—Galesburg Typewriter Exchange | 14—H. G. Bancroft |
| 3—Crosby-Mook Typewriter Exchange | H. J. Smith Typewriter Exchange |
| 4—Border Cities Office Equipment Company | Brewington Typewriter Exchange |
| 5—J. F. Crouch | A. L. Deal |
| 6—Office Supply & Printing Company | G. B. Dempsey |
| 7—F. J. Haberle | Dunings |
| T. H. Payne Company | Ervin Typewriter Exchange |
| 8—Preston Typewriter Company | Gerrie Press |
| 9—W. W. Prior | B. M. Gragg |
| 10—Paxton Typewriter Company | Leonard Hill & Company |
| Tulsa Typewriter Company | F. P. Holloman |
| 11—Pound & Moore Company | Independent Printing Company |
| R. A. Davis | Kerr's Typewriter Emporium |
| Albuquerque Typewriter Exchange | George Limbocker |
| Tacoma Stationers | H. J. Roof |
| 12—J. P. Hughes | Rugen Typewriter Exchange |

A ROYAL CONCLAVE IN BERLIN

The annual convention of Royal dealers from all parts of Germany was held at the Excelsior Hotel in Berlin, from September 17 to 19, inclusive. As is customary, our Foreign Sales Director, Mr. T. T. Malleson, presided at the meetings, which were attended by nine delegates representing the firms that act as Royal dealers in the various parts of the German territory.

No previous convention of Royal dealers could have been endowed with a more whole-hearted spirit of co-operation than that which was evidenced by every delegate attending. With the continued success of the Royal in Germany, as a whole, depending in a large measure upon their united as well as individual effort, it seems only natural that among these dealers, there has developed a strong bond of friendly union which augurs well for the future progress of the Royal in that great country.

During the convention, a wide diversity of subjects, of common interest to all these dealers, were introduced and discussed at length by the delegates. The results were so satisfying that the dealers were as one in expressing their enthusiasm of what had been accomplished by this friendly interchange of ideas and plans for the future development of Royal business in their respective fields.

The photograph here reproduced shows our good friends gathered about the table in what appears to be a highly interesting topic. Reading from left to right, the gentlemen shown in the photograph are: Seated—Mr. J. M. Rudkin, of Bruno Hahn & Co., Leipzig. Standing—Mr. George Wilkens, firm of same name, Breslau; Mr. Leonhard Freund, of Chr. N. Schad, Mu-



nich; Mr. Alfred Edlich, of Bruno Hahn & Co., Leipzig; Mr. Fritz Clauss, firm of same name, Berlin; Mr. T. T. Malleson, New York; Mr. Carl Pietzsch, of Fredk. Magnus Nfg., Cologne; Mr. Anton Bernstein, firm of same name, Hamburg; Mr.

Max Pirrmann, of Bruno Hahn & Co., Leipzig. Although the convention officially closed on September 19, a number of the delegates remained over for another day for informal discussions of mutual problems. An aggressive selling campaign,

based on some of the ideas exchanged at the convention, has been planned for the coming months, the success of which is assured by the combined efforts of the dealers making up this formidable organization.

A NEW ZEALAND PICNIC

Reproduced below is a photograph taken at an outing recently held by the staff of Messrs. W. J. Seater & Co.,



of Wellington, New Zealand, sub-dealers in that section of their country. The picnic was held in the outskirts of the city where the natural surroundings enabled them to have a fine day at various sports.

Those shown in the photograph, reading from left to right, are: Back row—Messrs. McKay, W. J. Seater, head of the firm; R. H. Eastman, Sales Manager, Knox, White, Abbott, Revell; Front Row—Mr. Grant, Misses Lochore, Doust, McCale, Allen, Wing and Mr. Goddard. The last named gentleman is now in New York and will return to Wellington in the near future.

With the congenial spirit reflected in so many happy, smiling faces, it is easy to understand why the outing proved to be such an enjoyable one.

JAMES P. HOWELL VISITS ROYAL HEADQUARTERS

We had the very great pleasure last month of welcoming to New York the Royal dealer for Guatemala, Mr. James P. Howell, who arrived on October 11. It is through Mr. Howell's activities in

the Guatemalan field that the Royal today occupies the leading position in the typewriter market of that Republic.

After spending about ten days in New York, Mr. Howell departed for the Western States, where he will spend some time with relatives and friends, thereafter returning to Guatemala.

Needless to say, we were all very much pleased to have had Mr. Howell with us, and our only regret is that he was obliged to make his visit such a short one. All his friends here join in expressing the hope that his stay in America will prove to be a pleasant one.

(Continued from page 4)

told his whole story to one party. Then he was switched to somebody else—and had to tell it all over again. Then he was told he had the wrong person—wait a moment, please. Then another person and another request for the details. Finally in exasperation he hung up the receiver—and that store had lost a really ready-made sale.

It was lost through incompetence and ignorance and poor judgement on the part of employees. Where the firm had spent millions of dollars in advertising to build just such sales, they lost them more quickly and created a worse impression than if they had not advertised, simply because they did not have competent people to handle the telephone.

Does this same thing happen within our organization or among our dealers? If it does, it must be rooted out. Each man and woman working for the Royal Typewriter Company has at least this duty in helping sell Royals—that he should handle telephone calls courteously and intelligently. You can never tell how much business may rest upon a phone call.

SOME URUGUAYAN IMPRESSIONS

Here are two caricatures which are representative of two of the leading human factors in the present day activities of Messrs. Lamson Paragon (South America) Ltd., of Montevideo, Uruguay, Royal distributors for that country.

The drawing reproduced on the left is Don Carlos Towers, Manager at Montevideo for the past several years. Mr. Towers is the leading spirit of the sales organization, and it is through his dynamic force that his fellow-workers are imbued with the enthusiasm so essential to real success.

Reproduced at the right is a likeness

of Senor J. A. Romero, a Lamson Paragon salesman who has performed some feats of selling that make him a shining light in the organization. Although Senor Romero has already been able to make some fine records for himself, we cannot but feel assured that, knowing his work as we do, he can be expected to go on making new ones.

These two gentlemen are doing much to bring about the growing popularity of the Royal typewriter in the Uruguayan territory, and we have complete confidence that results will show the fruits of their ingenious and aggressive work.

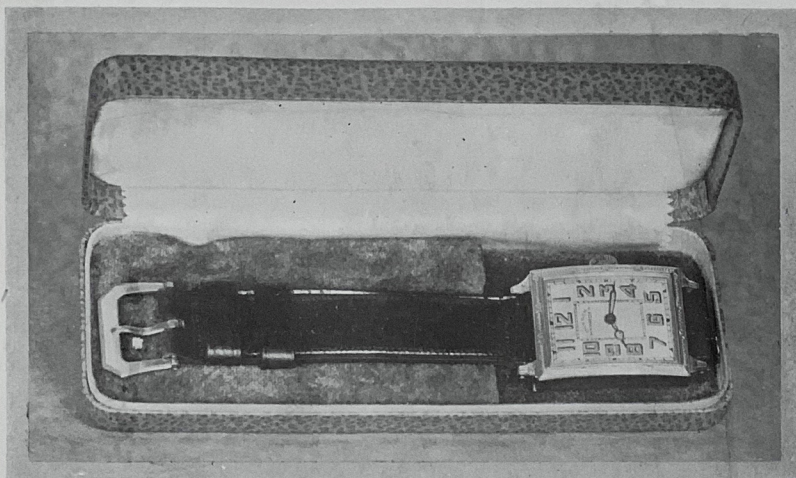


Mr. Towers



Mr. Romero

HERE'S YOUR PRIZE IN THE NOVEMBER CONTEST



This Beautiful 15-Jewel Dueber-Hampden Wrist Watch Will Be Awarded to Each One of the Winners in the Branch and Dealer Sales Contests Held in November. There Is One in Your Office That You Can Examine Yourself

SERVICE CONTEST — SEPTEMBER, 1926

DIVISION No. 1

"MR. DRISCOLL MAKES GOOD"

During the latter part of August our Detroit Foreman, Mr. Driscoll, made it known that he and his men intended to lead the First Division during September. We admired their intention, but knew that to make the big goal they must beat some of the "finest" in the organization. Well, they accomplished what they set out to do and deserve a hand shake from we all. St. Louis was but a short distance behind the winner, followed by Boston and Kansas City, who tied for third place:

- | | |
|---------------------|--------------------|
| 1-Detroit 9* | 10-Cincinnati 9* |
| 2-St. Louis 9* | 11-Cleveland 9* |
| 3-Boston 9* | 12-Los Angeles 3* |
| 4-Kansas City 7* | 13-Minneapolis 7* |
| 5-Chicago 9* | 14-New Orleans 6* |
| 6-Philadelphia 6* | 15-Atlanta 9* |
| 7-New York 5* | 16-Indianapolis 6* |
| 8-Denver 6* | 17-Pittsburgh 9* |
| 9-Louisville 5* | 18-Buffalo 4* |
| 10-Houston 8* | 19-Baltimore 8* |
| 11-San Francisco 9* | 20-Hartford 5* |
| 12-Washington 7* | 21-Portland, O. 3* |
| | 22-Dallas 3* |

DIVISION No. 2

"SEPTEMBER BELONGS TO BIRMINGHAM"

Mr. Hutchinson, our Foreman down in Birmingham, is well deserving of credit for his work during September. He could if he wanted to, rest on his laurels, but Mr. Hutchinson don't "rest," and that is why he is around the top so often. Grand Rapids and Harrisburg next in line:

- | | |
|----------------------|---------------------------|
| 1-Birmingham 8 * | 18-Providence 3 * |
| 2-Grand Rapids 8 * | 19-Seattle 3 * |
| 3-Harrisburg 4 * | 20-Fresno 6 * |
| 4-Worcester 6 * | 21-San Antonio 6 * |
| 5-South Bend 3 * | 22-Portland, Me. 2 * |
| 6-Newark 9 * | 23-Rochester 1 * |
| 7-Bridgeport 9 * | 24-Columbus 1 * |
| 8-Omaha 6 * | 25-St. Paul 1 * |
| 9-Dayton 5 * | 26-Albany |
| 10-Richmond 2 * | 27-Oakland |
| 10-Toledo 2 * | 28-Springfield, Mass. 3 * |
| 11-New Haven 6 * | 29-Waco 1 * |
| 12-Akron 6 * | 30-Fort Worth 2 * |
| 13-Springfield, Ill. | 31-Wilmington |
| 14-Youngstown 8 * | 32-Erie 1 * |
| 15-Milwaukee 5 * | 33-Salt Lake City |
| 16-Little Rock 1 * | 34-Des Moines 2 * |
| 17-Davenport 6 * | 35-Evanston 1 * |
| 18-Fort Wayne 2 * | 36-Johnstown 2 * |
| 19-Jacksonville 5 * | 37-Duluth |
| 20-Peoria 2 * | 38-Seranton 2 * |
| 21-Wichita Falls 1 * | 38-Memphis 1 * |
| 17-Bankor 5 * | 39-Rockford 1 * |

CANADIAN SERVICE DEPARTMENTS

MONTH OF SEPTEMBER

Mr. Edwards, our Foreman at Toronto manages to keep pace with the 100 per

centers regardless of the speed set, while Montreal strives hard for it. Both men are hard workers, and that in the end means the 100 per cent. eventually and continually:

- 1—Toronto 7* 2—Montreal 1*

“ROYTYPE” QUOTA COLUMN

SEPTEMBER, 1926

"Roytype" time, from September to December, is well on its way. September saw the Royal organization buckle down to intensive ribbon sales work with gratifying results. Special credit is, of course, due to Managers House, Bauer, Brainerd and Groves. These men made their quotas.

Don't scratch the surface of your business—work every Department—sell “Roytype” ribbons and supplies:

- | | |
|----------------------|-------------------|
| 1—Fresno (Quota) | 28—Milwaukee |
| 2—Peoria (Quota) | 29—Washington |
| 3—Hartford (Quota) | 29—Little Rock |
| 4—Erie (Quota) | 30—Louisville |
| 5—Portland, Me. | 31—Providence |
| 6—Portland, Ore. | 31—Los Angeles |
| 7—Bangor | 32—Baltimore |
| 8—Boston | 33—Memphis |
| 9—Springfield, Mass. | 33—Rochester |
| 10—Evansville | 34—Atlanta |
| 11—New York | 34—Kansas City |
| 12—Wichita Falls | 35—Minneapolis |
| 13—Birmingham | 35—San Francisco |
| 14—Toledo | 35—Fort Worth |
| 14—Cleveland | 36—Houston |
| 15—Buffalo | 36—Bridgeport |
| 16—St. Louis | 36—Richmond |
| 16—Chicago | 37—Cincinnati |
| 17—Newark | 37—Albany |
| 18—Grand Rapids | 38—Philadelphia |
| 18—Worcester | 38—Pittsburgh |
| 19—Columbus | 39—New Haven |
| 19—Dallas | 39—Indianapolis |
| 19—Denver | 40—Fort Wayne |
| 20—Detroit | 40—Omaha |
| 20—Davenport | 41—Portland, Ore. |
| 21—Akron | 41—Oakland |
| 22—Seattle | 42—St. Paul |
| 23—San Antonio | 43—New Orleans |
| 23—Scranton | 44—Duluth |
| 24—Youngstown | 45—Johnstown |
| 25—Springfield, Ill. | 46—Des Moines |
| 25—South Bend | 47—Harrisburg |
| 26—Waco | 48—Rockford |
| 27—Cleveland | |

COLLECTION STANDING
END OF OCTOBER, 1926

- | | |
|----------------|----------------|
| 1—Buffalo | 11—Cleveland |
| 2—Pittsburgh | 12—Denver |
| 3—Boston | Houston |
| 4—Indianapolis | 13—Washington |
| 5—Hartford | 14—Los Angeles |
| 6—Portland | 15—Baltimore |
| Detroit | Louisville |
| Kansas City | San Francisco |
| 7—Cincinnati | 16—Dallas |
| 8—Chicago | 17—New Orleans |
| 9—Philadelphia | New York |
| St. Louis | 18—Atlanta |
| 10—Minneapolis | |

ROYAL MACHINE-A-DAY CLUB

OCTOBER

NEW MEMBERS



C. E. SCHERBARTH
Cleveland

R. L. HARDMAN
Chicago

I. RITCHIE
New York

REPEATERS (Marked by *)

- ALBANY
J. L. Michel 9
H. H. Tomkinson 15
- ATLANTA
S. N. Malone 2
A. S. Baugh 1
H. J. Lindig 1
- BALTIMORE
J. C. O'Keefe 9
W. F. Teer 29*
O. H. Carter 1
- BIRMINGHAM
A. Patterson 1
- BOSTON
I. C. Barlow 20*
E. T. Buckley 6*
E. T. Burton 30*
E. W. Keylor 2
G. H. Palmer 15*
B. W. Simpson 2
J. H. Hanson 3
F. C. Horan 1
C. W. Putney 1
- BRIDGEPORT
J. F. Dacey 5
- BUFFALO
George Hauptman 5*
W. W. Hodgson 3
A. R. Lerch 1
C. M. Pillow 20
F. Wegener 2
- CHICAGO
R. L. Hardman
E. J. Barnett 1
W. G. Brown 13*
W. S. Daniels 6*
G. A. Freeberg 12*
C. Goldblatt 23
B. P. Hamil 24
R. F. Hoyt 4
E. H. Johnson 17*
C. LaBorence 22*
H. Nuhn 16
J. M. Roberts 34*
A. C. Wheeler 10
G. C. Kingsbury 3*
P. W. Jones 38
- CINCINNATI
L. A. Platz 9*
S. T. Buck 1
- CLEVELAND
C. E. Scherbarth
C. S. Dawson 7*
M. C. Hull 30*
C. E. Keyser 1
W. C. Rodgers 6
L. R. Cullar 5*
H. W. Karg 1
- COLUMBUS
L. V. Bell 2
H. D. Pegg 1
G. C. Kinnamon 22*
- DALLAS
C. D. Walker 4
J. J. Dunham 1
- DAVENPORT
H. B. Swaisgood 1
- DAYTON
O. P. Gilmore 13
- DENVER
W. H. Mitchell 4
O. H. Carter 1
- DETROIT
C. W. Knot 15*
J. C. Mitchell 1
E. L. Owen 4
- DULUTH
R. C. Shumway 1
- ERIE
C. V. House 5
- EVANSVILLE
L. H. O'Bryan 1
J. E. Priest 1
- FORT WAYNE
John Shea 2
- FORT WORTH
P. H. Billman 2
- FRESNO
L. M. Morris 1
A. H. Groves 1
- GRAND RAPIDS
W. H. Peate 4
- HARRISBURG
J. R. Gardiner 3*
- HARTFORD
W. C. Bartley 3
C. F. Brainerd 47*
J. L. Cook 3
C. E. Driscoll 3
- HOUSTON
W. H. Courtenay 5
- INDIANAPOLIS
W. S. Orr 1
G. W. Randall 5*
J. C. Lankford 1
- JACKSONVILLE
J. E. Gardner 3
A. D. Richardson 4
- KANSAS CITY
F. G. Kennedy 8*
E. C. Williams 2
- LITTLE ROCK
N. Sykes 9
- LOS ANGELES
R. D. Anderson 9*
D. S. Fullerton 2
G. Ralls 10
S. R. Weinberg 1
A. F. Lines 2
- LOUISVILLE
J. T. Wellman 47*
H. Holmberg 4
- MEMPHIS
A. O. O'Bryan 3
- MILWAUKEE
W. A. Partee 27*
- MINNEAPOLIS
J. T. Graham 2
H. L. Rudnick 21*
- NEWARK
C. K. Schill 1
J. F. Murdock 1
- NEW ORLEANS
W. J. Creger 13
F. Pritchard 2*
- NEW YORK
I. Ritchie
D. J. Ailingham 47*
W. B. DeRango 24*
O. Gentry 7*
T. M. Gleason 45*
A. Graf 4
R. B. Gray 5
G. M. Guest 46*
R. E. Hulbert 2
L. E. LeMaster 17
E. J. Mathews 18*
P. Mittenzeig 11*
G. Rannenberg 32*
J. Schwartz 35*
J. B. Eccles 6*
D. Towle 4*
R. N. White 2*
G. E. Jacoby 1
- OAKLAND
J. E. Geissinger 10
- OMAHA
G. D. Lawless 7*
- PEORIA
F. W. Bauer
PHILADELPHIA
L. A. Dunn 21*
H. K. Goslin 4*
E. V. Sherry 6
A. F. Sparks 1
C. F. Tregear 1
J. W. Turner 17*
M. Woskoff 1
T. C. Kerschner 1
A. W. Kidder 1
F. W. Snyder 4*
- PITTSBURGH
A. R. Davis 5
J. E. Eskey 2
M. V. Miller 47*
J. A. Manning 4*
- PORTLAND, ME.
W. E. Ayres 3
- PORTLAND, ORE.
S. C. Gray 2
G. D. Roe 3
- PROVIDENCE
J. H. Alden 1
E. D. Crandall 15*
J. L. Schora 2
C. E. Smith 1
- RICHMOND
A. Bartlett 1
- ROCHESTER
G. C. Johnson 6
- ROCKFORD
C. C. Flagg 1
- SAN ANTONIO
J. T. Jackson 3
E. C. Phillips 3
J. A. Turpen 1
- SAN FRANCISCO
D. G. Becknell 4
H. H. Billings 6
T. N. Colwell 4
J. C. Deardoff 2
G. N. Hammond 1
S. N. Howell 1
F. Russ 3
D. B. Starnett 6
J. K. Cole 2*
F. B. Ternes 1
- SCRANTON
D. W. Ward 1
- SEATTLE
H. D. Hoyt 1
W. H. Kirchofer 5
S. H. Bend
J. L. Doyle 1
- SPRINGFIELD, MASS.
M. E. Hoyt, Jr. 2*
- SPRINGFIELD, ILL.
C. A. Stevenson 2
- ST. LOUIS
G. M. Davis 7
C. D. Scharwasser 7
L. E. White 23*
D. H. Meyer 5*
A. S. Bullock 1
- ST. PAUL
L. L. Larson 2
- TOLEDO
E. L. Knott 14
- WACO
S. H. Slaughter 2
- WASHINGTON
H. D. Cashman 22*
S. E. Richter 22*
C. C. Weeks 4
- WORCESTER
F. C. Salisbury 2
A. R. Smith 18

DEALERS' M. A. D. ROSTER FOR 1926

- | | | | |
|------------------|-----------------------|------------------|----------------|
| R. G. Nichols 9* | H. G. Bancroft 5* | R. D. Brewington | W. P. Ridley |
| W. W. Prior 9* | J. C. Good 5* | J. S. Daughaday | R. J. Walsh |
| E. Gaffney 8* | Mrs. S. D. Hendley 4* | L. E. Fletcher | L. E. Spence |
| R. R. King 7* | W. W. White 4* | F. Myers | R. Kirkpatrick |
| H. J. Roof 6* | B. Coleman 3* | R. Kuykendall | L. Pollak |
| O. G. Penegar 5* | F. J. Haberle 2* | C. Weissinger | C. H. Davidson |

FOREIGN MACHINE-A-DAY CLUB

CANADA—Royal Typewriter Company Ltd.
A. I. Newlands, Montreal

A. J. Newlands, Montreal

GREAT BRITAIN—Visible Writing Machine Co., Ltd., London

- | | | | |
|-----------------------|-----------------------|--------------------|-----------------------|
| 1—H. D. Ebbutt | 8—B. Harris | 15—P. C. Fielding | 22—E. Wood |
| 2—J. Harrison | 9—A. F. Thomas | 16—A. W. Thomas | 23—J. B. Worley |
| 3—H. W. D. Buckeridge | 10—L. Harris | 17—H. V. Schofield | 24—W. A. Henry |
| 4—C. Salter | 11—C. A. Bak | 18—J. C. Barlow | 25—W. Jenner |
| 5—H. Herman | 12—F. W. Johnson | 19—J. W. Barker | 26—G. E. W. Sheldrake |
| 6—W. H. Roberts | 13—S. H. Goodwin | 20—F. J. Soan | 27—J. C. S. Branson |
| 7—W. D. Morgan | 14—A. J. Van Dervelde | 21—S. V. Hall | |
- AUSTRALIA—Sydney Pincombe, Ltd.
 1—W. J. Sheehy 4—E. S. Stack
 2—R. G. Hood 5—L. Parkhurst
 3—E. W. Rutledge 6—W. H. Bale
- CHILE—W. R. Grace & Co.
 1—Mrs. Raquel Delano De Sierra
 2—Mr. Oscar Achondo Godoy
- CZECHOSLOVAKIA—Joseph Foist
 1—Alois Foist 4—A. Smatlak
 2—L. Mazanek 5—Ladislav Foist
 3—J. Hejzman 6—Franz Konecny
- MEXICO—M. E. Raya & Company
 1—Alfredo Aguirre 3—Alfredo Garza
 2—Alonso M. Garza 4—Carlos S. Garza
 5—Julio Garza
- SWITZERLAND—Theo. Muggli
 1—Theo. Muggli 4—G. Pozzi
 2—Theo. Graf 5—Arnold Muggli
 3—Robert Gubler
- FRANCE—J. H. Davis & Co.
 1—J. H. Davis 5—E. Brocard
 2—George Z'Berg, Jr. 6—E. Hantz
 3—M. Benoit 7—Ch. Baumann
 4—Robert Curel 8—George Z'Berg, Sr.
- AUSTRIA—Joe Lesti, Nfg.
 Emanuel Lauterbach Jakob Ehrlich
- LATVIA—O. & J. Dalitz Bros.
 James Dalitz
- GERMANY—Cologne—Friedr. Magnus, Nachf
 1—Carl Pietzsch 2—Carl Suchanek
 Hamburg—Anton Bernstein.
- GUATEMALA—James P. Howell
 1—D. V. Elias 2—V. M. Ramirez
- SWEDEN—A./B. W. Banzhaf
 1—Jonas Eriksson
 2—Conrad Bohman
- NEW ZEALAND—New Zealand Typewriter &
 Supplies Co. Dunedin—Mr. A. McDougall
 W. J. Seater, & Co. Wellington—Mr.
 R. H. Eastman
- JUGO-SLAVIA—S. M. Markovitch
 Mr. Edward Pollak
- HUNGARY—A. Kovacs & Co.
 Mr. Ferdinand Gross de Millwald
- BULGARIA—Jordan JV Boyadjieff & Sons
 Jordan JV Boyadjieff
- BELGIUM—American House (J Tondolier)
 Jean Tondolier—Georges Becker—Paul Juen
- SPAIN—Trust Mecanografica
 1—Jose Perez 2—Jose Espinar
- DENMARK—Max Bodenhoff
- ARGENTINE—Compania la Camona
 W. P. Bulmer
- HOLLAND—Blikman & Sartorius
 Jan De Flines